



# PILOT PROJECT TRANSPORT ON DEMAND IN EXTREMADURA

CISMOC CONFERENCE 18<sup>th</sup> to 19<sup>th</sup> May 2022 Stockholm

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GOVERNMENT OF EXTREMADURA

DEPARTMENT OF MOBILITY, TRANSPORTATION AND  
HOUSING

GENERAL DIRECTORATE OF TRANSPORT



JUNTA DE EXTREMADURA

# CURRENT STATE OF PUBLIC TRANSPORT IN EXTREMADURA

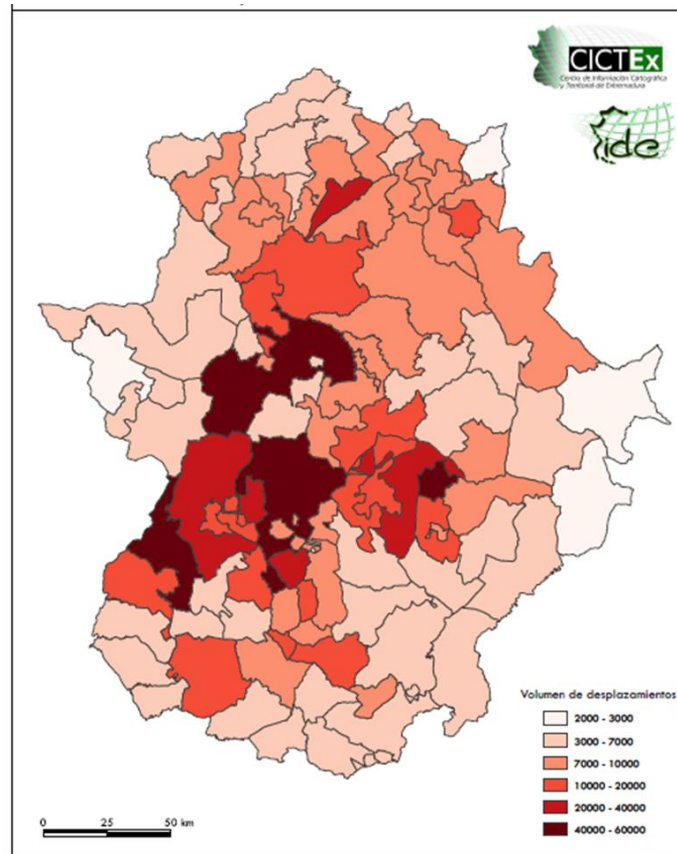
- Large geographical area (41.634 km<sup>2</sup>)
- Low population density (25.41 inhabitants/km<sup>2</sup>)
- Ageing and scattered population
- Public Transport System. Routes not adapted to the population's needs



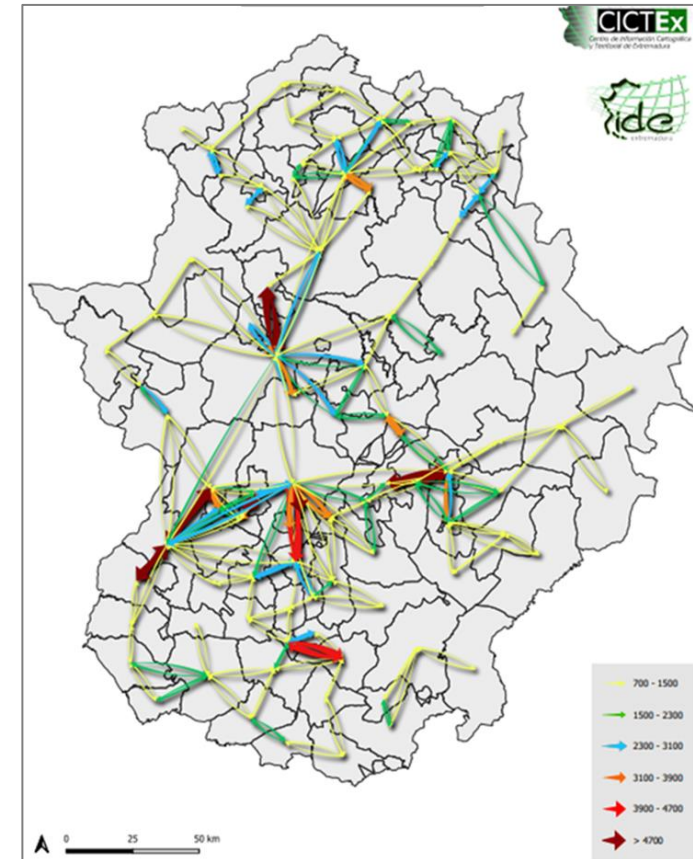
# SUSTAINABLE MOBILITY SOLUTIONS IN THE REGION

- Mobility Analysis BIGDATA
- Sustainable Mobility Plan for Extremadura (2022-2030)
- Creation of a new Transport Map
- Transport on Demand System

**BIGDATA: Travel attraction centers**



**BIGDATA: Number of trips per day**



# TRANSPORT ON DEMAND (TAD)

## OBJECTIVES

- Environmental and economic efficiency because buses will not run without demand.
- Adapting the size of the bus to the real demand. For example, use of smaller buses.
- Adjusting routes and timetables to the needs of users.
- Better management of the service.
- Encouraging the use of Public Transport.



# TRANSPORT OF DEMAND (TAD)

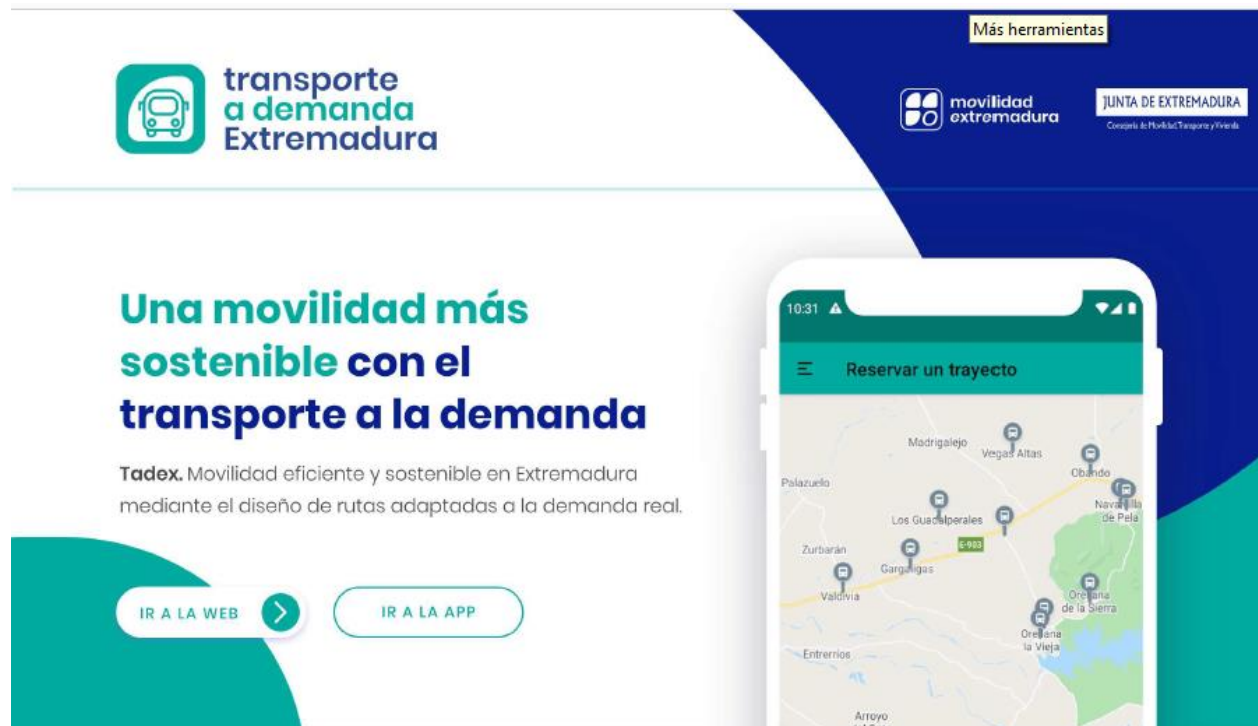
## DESCRIPTION

- Booking via [mobile App](#), [Web page](#) and free of charge Call Centers.
- Real time data processing to control the float and bookings
- Readjust and improve the services by reducing the main routes. Currently, the villages outside the main route are only included on demand





# TRANSPORT OF DEMAND (TAD)

## INFORMATION CAMPAIGN



Más herramientas

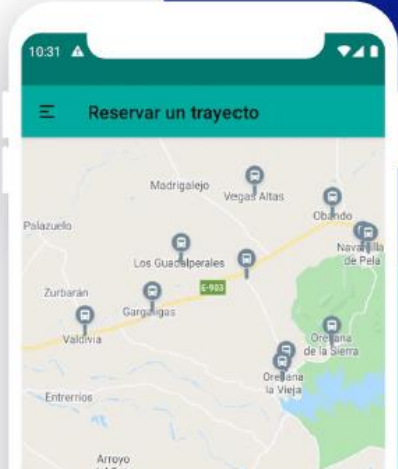
 **transporte a demanda Extremadura**

 **movilidad extremadura** JUNTA DE EXTREMADURA  
Consejo de Movilidad, Transporte y Vivienda

### Una movilidad más sostenible con el transporte a la demanda

Tadex. Movilidad eficiente y sostenible en Extremadura mediante el diseño de rutas adaptadas a la demanda real.

[IR A LA WEB](#) [IR A LA APP](#)



 **transporte a demanda Extremadura**

NUEVO SISTEMA DE **Transporte a la demanda**

Si quieres usar el servicio de autobús:

 **Teléfono gratuito para reservar:**  
Lunes a Viernes  
7:30-21:30 h  
**900 103 497**

 **Reserva a cualquier hora:**  
[www.tadextremadura.es](http://www.tadextremadura.es)

 **App: TAD Extremadura**  
 

Consultas y sugerencias: ✉ [transportealademanda@juntaex.es](mailto:transportealademanda@juntaex.es)

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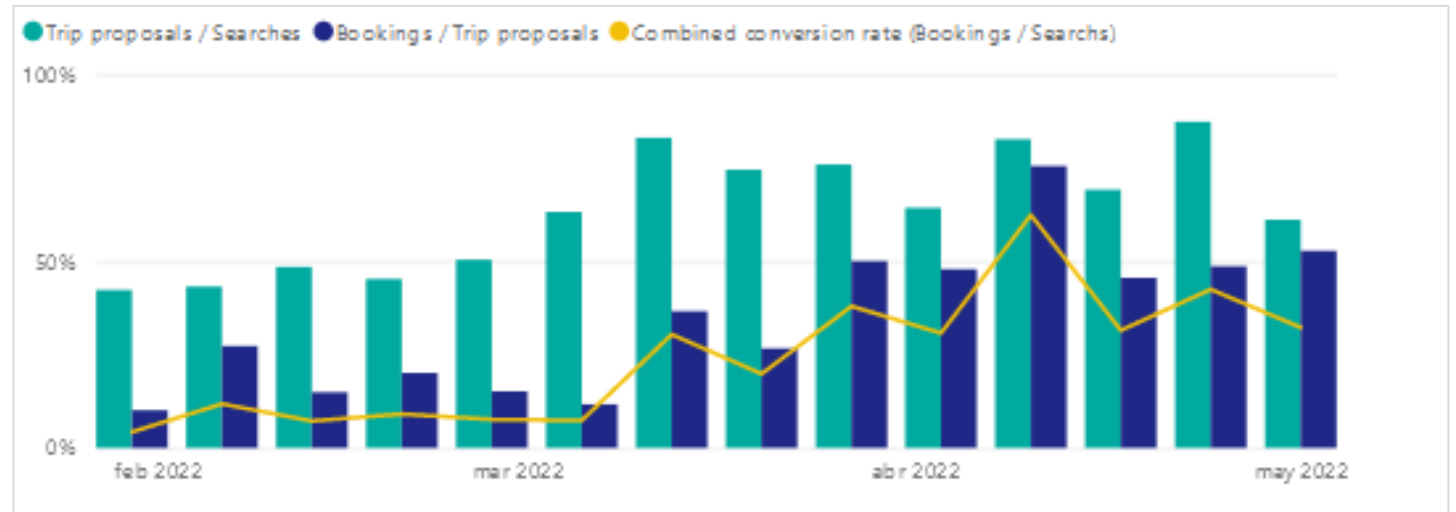




# TRANSPORT OF DEMAND (TAD)

## RESULTS (FEBRUARY MARCH APRIL 2022)

- 2.190 km less per month
- 20% more passengers.
- 25 new passengers per month
- 70% booking by call centers
- 8 booking per customer per month





# Thank you so much for your attention



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